



DIGGER EXECUTIVE

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APPOINTMENTSPROMOTIONSand TRANSFERS

I am pleased to announce the following appointment, effective January 17th:

MR. W. G. ADDIE, Supervisor D/155, Returns. He succeeds Mr. J. Thompson who has been transferred to D/154, Traffic.

Mr. Addie was employed with us as a junior stockman from July, 1958, to September, 1963, when he left to attend university. He returned to our company in August of last year as a trainee.

F. E. REID

I take pleasure in announcing the following appointment in the Regina Store, effective February 3rd, 1966:

MISS ELENA STAN, Manager, Department 830, Millinery and Department 852, Wool and Art Needlework. Miss Stan is presently Assistant Manager, Department 803, Jewellery and Silverware.

R. G. BAKER

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In Memoriam



Friends throughout the Mail Order were saddened to hear of the passing of MRS. MARGARET BERKMAN February on 10th. "Berkie's" wonderful cheerfulness and courage impressed everyone who had anything to do with her. She will be greatly missed.

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Berkie was born at Copper Cliff, Ontario. Her husband Willis has a farm near Dafoe, Saskatchewan. The Berk-mans spent a lot of time too visiting Saskatchewan, Raymore, where family is. Berkie's hobby was tatting and

she did beautiful work.

After some seasonal work at Christmas in 1942, and spring of 1943, Mrs. Berkman started back on September 8, 1943, to stay. She worked in the Bundling department for seven years, and transferred to the Order Review in August, 1950. Except for a few months in the Inspections office in 1956, she had been in the Order Review ever since.

She is survived by her husband Willis, a sister, Mrs. J. R. Robinson of Raymore, Saskatchewan, two brothers, Mr. J. M. Brownlee of Raymore

and Mr. E. E. Brownlee of Saskatoon.



Sympathy is extended to the wife and family of AUGUST (GUS) BUEHLER who passed away on Wednesday, February 2nd.

Gus was born at Kronau, Saskatchewan. He started with the company on July 13th, 1944, and was a Steamfitter on the Maintenance staff since then.

The Buehlers had three daughters, now married. Mrs. B. Hoyer and Mrs. L. Hoyer reside in Regina; and Mrs. C. Wickham lives in Saskatoon. Gus is also survived by two brothers and four sisters.



The sudden passing of MRS. INGA K. DONNELLY on Friday, January 21st, was learned with sorrow by her many friends.

Inga was born in Chamberlain, Saskatchewan. She attended school there, obtained her A.T.C.M. and taught music in that vicinity for nine years before coming to Regina to be employed by R. H. Williams and Sons in 1943. At the time of the change-over to Simpson's in 1946, Inga was a salesclerk in the Jewellery

Department and became Assistant Manager of that department in 1952. In 1956 she was appointed Manager of the Millinery Department and was given the added responsibility of Wools and Art Needlework in 1962.

Inga Donnelly will be truly missed around the store for her cheerful manner, and deepest sympathy goes out to her husband, Mel.

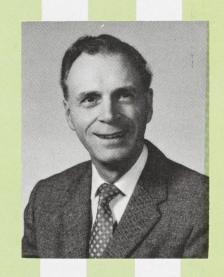


WELCOME TO TH



DORA CRIPPIN 25th Anniversary March 27, 1966

J. R. (JACK) MORRIS 25th Anniversary March 17, 1966





ELSIE TAYLOR
25th Anniversary
March 6, 1966

E 25 YEAR CLUB



Dora is a home town product, in particular a north-sider. Kitchener and Scott are the schools she attended. Again the story comes up of getting up every morning for two months steady to be at the Employment Office with the crowds waiting and hoping. On November 13, 1940, she got on for the Christmas rush. Mr. R. Strain put her to work in the "Bundling" department. Then on March 27, 1941, she came back to stay. After about ten years in the Bundling and Mail Filling Dora moved into the office, under the late Noble Britton. She became part of the re-organization of the office girls into 150 department under Mr. L. Kirton. Now she is again under Mr. Kirton in the seventh floor office as the clerk for 18 department. Just as long and steady as her work record, is Dora's bowling record. She has bowled with the social Club league all these years, and has ended up as Captain of the winning team four different times. In the last five years she has also taken up golf. She likes knitting and petit-point. But it sounds as if most of all she likes her newly-acquired cottage at Regina Beach. Dora lives at home with her folks. Her sister, Hilda Woolsey, now in the Adjusting department, is also a long time employee.

With the exception of two early years of childhood spent in England and his time in the services, Jack is truly a Reginan. He was born in the Queen City, attended Albert and Kitchener schools and completed a high school commercial course at Scott Collegiate. The fact that he was recommended for a position with Houston, Willoughby and Company, even prior to graduation is indicative of the success he has since achieved. He spent eleven years with this financial firm and joined our company in the General Office in 1940 under the late Mr. F. Doull. His first responsibility including stocktaking, budgeting and special studies. With the benefit of nine years training in the Militia behind him Jack joined the R.C.A.F. in 1942. After numerous postings and training courses in Canada he was posted to England as a Navigator. He was immediately attached to the R.A.F. and spent the next eighteen months in the middle and far East on Transport Command, holding the rank of Flying Officer. The highlight (?) of this stint was, "not one day's leave in the entire eighteen months". Jack returned to the company in February, 1946, as Assistant to the Office Manager. He was subsequently made manager of the Statistical Department, then Assistant Office Manager to Mr. Marshall, whom he succeeded in 1950. With the division of the accounting unit in 1954 he became Control Store Controller, the position he now holds.

He has been a director of Group Medical Services for the past nine years and is presently Treasurer and also chairman of the finance committee. He is a member of the Chamber of Commerce, serving on the taxation committee and is a member of the advisory board for accounting courses of the Saskatchewan Technical Institute at Moose Jaw. Jack is interested in most sports, having participated actively in many,

in former years. Congratulations, Jack.

Elsie was born at Bethune, Saskatchewan. The Taylor family lived a few miles from town, and so Elsie started her schooling in the country school there. Her folks moved into Regina in the twenties, and this resulted in Elsie attending old Victoria school, then Central Collegiate. On September 20, 1940, she was first employed in the Mail Order, stayed for that Christmas rush sorting tickets into the bunks in the Buying Department. Then on March 6, 1941, she returned to the Buying Department and has been with the company ever since. Miss Mabel Barnes was her first boss, then Betty Morrison. She progressed from sorter to addressograph machine operator, NCR machine operator, and totaller, putting in about eleven years in all in the Buying. She transferred to statistics in the Adjusting Department, under Mr. E. A. Reid at that time, and except for a brief spell in the Traffic department, has spent all the rest of her years of service there. Elsie belongs to the Apostolic Church. Reading has been her hobby, and she admires fancywork. She and her sister keep house together in their apartment. Her thoughts right now, of course, are turning towards planning for that big trip to Toronto this summer with the 25 Year Club.

FAREWELL FR









On their retirement day, Friday, February 4th, Miss Janet Haney and Mr. Stan Larkin were named "Citizens of the Day" by Radio Station CKRM.

OM EVERY ONE

To add to the celebrations, Mr. Larkin marked his 45th Anniversary with the company on February 2nd, and his 65th birthday on February 7th. Sure enough, he got a birthday cake complete with candles at noon in the Cafeteria.

On February 1st a Testimonial Dinner for Mr. S. E. Larkin was held in the Ladies' Lounge by Departments 92, 133, 150 and 156. After much to-do with head shrinkers, pencils, girdles and shrunken purple coats, he was given a set of luggage and a golf retriever, by Windsor Williams. Not to be outdone, Stan replied using the tools of his office as props—hammer, screwdriver, hook.

The reception in honor of Miss Haney and Mr. Larkin on Saturday, February 5th, was a grand time of fellowship for all. About 200 present and former employees attended. A totally unexpected presentation took place, then, when Mr. Bill Boeker, President of the Social Club, gave Janet a full set of luggage, and Stan a reclining chair, on behalf of many employees throughout the building who had contributed to these gifts.

On February 3rd, past and present staff of the Personnel Department met at the home of Bill Hatton to honor **Miss Janet Haney**. Special guest from Toronto was Mr. H. A. King, General Personnel Manager (shown in the picture). Miss Haney was presented with a chaise lounge and chairs for her beach cottage patio.

A THANK YOU TO ALL

Words cannot adequately express my deep appreciation for your many acts of kindness and generosity on the occasion of my retirement. The host of warm wishes fills my heart with gratitude and adds to my already overflowing store of fond memories of my association with you. I shall display and use with pride the beautiful gifts you presented to me. Thank you so much.

Thank you, too, for your wonderful co-operation and assistance throughout our years of working together. It has been a great privilege to be associated with the fine men and women of our Simpson's and Simpsons-Sears families. I cherish your friendships. While I no longer will have daily contacts with you, I hope to continue to share the fellowship that is so much a part of our Companies.

It is my earnest desire that each of you may enjoy good health and happiness and your full measure of fruitful participation in the opportunities which I know will continue to present themselves as we move forward with the times.

Most sincerely,

JANET HANEY



Mr. F. E. Reid presenting silver tea service to Miss Haney, and gold watch to Mr. Larkin.



The guests of honor with Mr. E. A. Pickering.



Page Eight

AU R.

MISS JANET HANEY and MR. STANLY of their retirement by a reception, dinner a Friday evening, February 4th, sponsored by Mr. F. E. Reid was chairman for the even them for their outstanding service, present and Mr. Larkin with a gold watch, on behavious haney with an oil painting of Ou'Appel Mr. Larkin with a set of Gary Player Golf Pickering, Vice-President Personnel, and for paid tribute to the guests of honor on behavout-of-town guests.

OUT OF TO

Mr. and Mrs. E. A. Pickering, Vice-Preside Mr. H. A. King, Toronto, General Personnel Mr. and Mrs. L. Visosky, Vancouver, Regis Mr. and Mrs. M. A. Courtright, General Mr. and Mrs. F. R. Hammond, Operating St. Mr. and Mrs. E. A. Reid, Merchandise Man Mr. and Mrs. E. A. Reid, Merchandise Man Mr. and Mrs. W. E. Vervoort, Manager, Mr. and Mrs. M. McMaster, Merchandise Mr. and Mrs. M. McMaster, Merchandise Mr. and Mrs. K. A. White, Manager, Bonnio Mr. and Mrs. J. F. Ryan, Division Manager, Mrs. D. McDougall, Assistant Personnel II Mrs. J. Boyd, D/200 Manager, Edmonto, Mr. W. C. Brown, Manager, Prince Albert, Mr. C. Chutskoff, Manager, Saskatoon C.S. Mr. and Mrs. W. G. Outhwaite, Manager, Mr. H. Trann, Manager, Brandon C.S.O. Mr. N. Chutskoff, Manager, Yorkton C.S. Mr. J. Chutskoff, Manager, Melville C.S.O.

VOIP

AY LARKIN were honored on the occasion and dance at the Hotel Saskatchewan on the managers, assistants and supervisors. It is an after paying tribute to each of med Miss Haney with a silver tea service thalf of the company, both of which were usests present, Miss Doris Bennett presented the Valley, and Mr. Henry Britton presented if Clobs and a leather golf bag. Mr. E. A. ormer general manager of Regina branch, all of the officers of the company and the

WN GUESTS

lent-Personnel, Toronto.

I Manager Selection, Placement and Training.

I Manager, Selection, Placement and Training.

I Manager, Calgary Group.

I Manager, Calgary Group.

I Manager, Winnipeg Store.

I Manager, Winose Jaw.

Manager, Moose Jaw.

Manager, Moose Jaw.

Doon Store, Edmonton.

Mowlark Store, Edmonton.

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S.O. Estevan C.S.O.

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The presentation of the golf clubs to Mr. Larkin, and the picture to Miss Haney.



The head table



SIMPSONS-SEARS PLAYS HOST





Mrs. H. W. MARSHALL, Mrs. A. S. WEBB and Miss JANET HANEY were hostesses at a coffee party which followed a fashion show given by the company, on January 20th, for wives of delegates to the Saskatchewan Livestock Convention. Miss DORIS BENNETT was the convener, assisted by Miss ETHEL SWAYZE. Miss JEAN CHUCKRY looked after the wardrobes, and was helped by Miss DOT GALL. Receiving were Mrs. F. E. REID and Mrs. D. T. MacFARLANE, and coffee honors were performed by Mrs. C. E. BEVERIDGE and Mrs. H. A. HEAD. Modelling the new styles were Mrs. HELENE QUENDACK, Mrs. LAURA NISTOR, Mrs. JEAN MOLNAR, and Misses EVELYN SWAYZE and SANDRA HAMM.



J.I.T. COURSE

On January 31st another class completed a course in Job Relations and were presented with their certificates by Miss J. E. Haney, Personnel Manager.

Left to Right: Ernie Samborn D/382, Steve Bachynsky, trainee, Carl Ell D/153, Miss J. E. Haney, Bill Addie D/155, John Starzynski D/382, Garry Glass D/153, and conference leader W. E. Hatton.

ANNUAL BINGO NIGHT

£~\$~\$~\$~\$~\$~\$~\$~\$~\$\

WEDNESDAY

MARCH 23rd, 1966

Time:

8 o'clock

SIMPSONS-SEARS CAFETERIA

"DOOR PRIZE"

AT LEAST TWENTY GAMES

Coffee and doughnuts will be served 25c will be charged for the lunch

WAIT 'TIL SPRING

DON'T DO IT NOW!

An excerpt from Gordon Aalborg's Rural Route column in the January 18th issue of the Edmonton Journal.

Anyone who was intrigued by the sight of two men in business suits digging through 10-foot snowdrifts along the highway east of Lloydminster last week shouldn't worry — there's a logical explanation.

The snow shovellers were Lloydminsters Simpsons-Sears manager Larry Dufour and

myself. We were looking for an electric motor.

It began at the morning "coffee row" where Lloydminster businessmen gather at

the Prince Charles Hotel to discuss current events and local gossip.

Larry had the prime subject of the day — a letter from his Regina office advising him that a customer had found a Simpsons-Sears package beside the highway outside Marshall, Sask. Since he couldn't transport it, he had hidden the parcel in a culvert beside the highway.

Larry had been given explicit instruction on how to find this particular culvert



among the hundreds along the highway, and was asked to pick up the parcel.

After long and involved discussions on the possibility of the whole issue being somebody's idea of a practical joke, the group decided Larry and I should investigate.

So he borrowed a scoop shovel from the Marshall Wells store next door and off we

went.

The letter had described the location as being the first culvert east of Marshall and said it was marked by posts with black tops

to warn snowplows.

We easily found what we expected was the first culvert, about a mile past Marshall. After spending half an hour digging through 10-foot drifts at either end, and finding nothing, we were ready to give up the idea as a joke and head home. It was about 25-below and the Saskatchewan winds were cold.

But Larry refused to give up without a fight, so he flagged down a highways department

truck and asked if, perchance, we had the wrong culvert. We were told there was one smaller culvert just outside the town. Half an hour, several shoes full of snow and many unprintable words later, we had decided this also could not be the right culvert. So Larry decided to telephone the alleged finder of the parcel. It took only five minutes to determine that the nearest telephone to that person was a mile from his home. So we decided it was time to give up - and then we noticed still a third culvert, this one with markers at each end, just like the lettter had said.

So it was back to the shovelling job. By this time the work was getting harder and colder. One end nearly cleared — and nothing; so Larry came up with the most logical suggestion of the day. We set out on a 20-mile expedition to find the letter writer, who would certainly be home, we thought. Probably he was, but the road ended one mile from his home and the last mile of track was impassable except by tractor. We gave up.

We had to pass our third attempted culvert on the way home and nothing would do but for Larry to have just one last try. It only took a few minutes and — Eureka -"we found it". It was there, at the other (unopened) end, which meant another 10 minutes of digging furiously and having Larry crawl into the pipe to retrieve the box. Apparently it was worth it.

That's the story of the honesty of Adam Brain, who lives somewhere northeast of Lashburn, Saskatchewan. And it is also the story of two men who went digging in

snowbanks along a highway at 25 below.

We made it back to Lloyd in time to get the last laugh on the doubting Thomases of Coffee Row and to start another discussion to the effect that people who hide things in culverts should wait until spring to notify the proper authorities.

PEOPLE TALK



by FLORENCE BISHOP



Mr. Reid presented Mary Murray, Returns with a chair when she left the Company January 14th, after completing 38 years of service. Our very good wishes go to you and your husband Jock, may you have many enjoyable years in your

Mrs. Gladys Stratford, on behalf of Recording and Circulation Departments, presented Mrs. Gladys Kelln with a Layette set when she recently left the company.

A stag was held in honour of Mr. Lyle Piett, recently appointed Order Review Supervisor, at the home of Mr. Irv Koster. Mr. Bill Boeker, acting on behalf of "the boys" made a small presentation to Lyle. The Friday festivities were concluded by Mrs. Koster's excellent catering service, ensuring that a good time was had by all.

On behalf of the girls in the Order Review, Mr. Boeker presented Miss Bennett with an engraved jewelry box and an electric clock on her recent transfer to the Personnel Office. Good Luck! We'll sure miss you.



Mr. Reid presented Veronica Mirwald, D 150 Section Head, with a chair when she left the company February 4th, after 30 years service. Mr. Larkin made a presentation of patio furniture from Veronica's many friends throughout the building. The very best of luck Veronica, and may you spend many happy years at home.

The girls from the seventh floor office thoroughly enjoyed their Christmas Party held at the Shamrock room at the Kings Hotel. Gifts were exchanged.

Rolfe presented Wes Kliesinger with an electric drill from the Drivers and Receivers, on the occasion of his 35 years with the company.

Mr. Jack Thompson, Returns, was presented a desk set and lighter by Mr. Boeker when he transferred to Traffic.

Mr. and Mrs. Joe Udvar (Group Three) and family have just returned from a six week holiday in England, Germany and Yugoslavia, where they visited relatives.

Mr. Koster presented Lyle Piett with an electric teflon fry pan from the Accounts Payable and General Ledgers, when he was transferred to Order Review. Good Luck Lyle.



Mr. O. Shea presented **Flora Moroske** with a necklace from her friends in the building on the occasion of her 45th Anniversary on November 29th.

On behalf of her many friends throughout the Control Store, Mr. Britton presented Virginia Fluter, D/150, Sixth floor, with a vanity case and a gift of Chanel No. 5. Good luck in your new venture, Virginia.

Jack McLean was presented with a wallet and key set from all his friends when he left the fifth floor to take a position on the sixth floor.

An enjoyable annual Christmas party was held at the home of Mrs. M. Favre on December 19th for the staff of Department 827. There were games, chatter, gifts and laughs by all. The evening finished with a very tasty turkey and trim supper.

On January 12th, prior to her retirement, Mary Murray was honored with a dinner in the Ladies Lounge. Special guest for the evening was Jock, Mary's husband. Mr. Orville Shea presented her with a coffee table from her many friends. Best wishes Mary, do come and see us.

We would like to add another tribute to Mary that we heard about — Mary paid up her United Appeal pledge for the whole year before she left.

Mrs. Julia Smigiel of the Mezzanine office was presented with a train case, scarf and gloves when she left the company to take up full time housekeeping.

Russ Linton of Department 150 is a proud grandfather. His daughter Sandy, formerly employed on the 4th floor, gave birth to a baby girl.

Theresa Larmet was presented with a pole-lamp from the fifth and sixth floor staff, when she left the company to be married.

Mr. Shea presented **Peter Ehardt** with a pole-lamp January 28th, on behalf of his many friends on the sixth floor. **Peter** is now a Section Head on the Seventh floor.

Mr. Piett presented **Gladys Struss** with a bath mat set on behalf of the Accounts Payable and General Ledgers, when she left the company January 28th, to become a full-time housewife.

On January 25th, the entire staff from the fourth floor office gathered at the home of Mr. and Mrs. J. Tames for a supper in honor of Mrs. Veronica Mirwald, Section Head, who is retiring from the company. After supper, Eric and Betty entertained the group with a four-act play until Betty's knees gave out. The rest of the evening was spent playing charades and ping-pong.

On February 4th Mr. Tames presented **Veronica** with a pearl brooch from the staff.

On January 25th an enjoyable evening was spent at the Westward Motor Inn when the Eighth floor office staff gathered to honor Mrs. Anna Dormuth prior to her retirement on January 28th. Anna received a corsage and later in the evening Mr. Gutttormson presented several mementoes of Anna's years as Control Buyer in Department 4. Anna's husband, Max, was a guest.

A miscellaneous shower was held for June Hartfield, Customer Accounts Department, prior to her marriage, in the home of Delores Petz. Bingo was played, lunch was served and the gifts were opened. Welcome back June.



Came January 28th, a memorable day for Anna. It marked her retirement after 35 years of service. The many friends she had made throughout the years was evident by the large gathering at her presentation. Mr. Larkin, ofter reminiscing about the past, presented Anna with a hair dryer and steam iron from her friends. Mr. Reid presented lawn furniture on behalf of the company. Later, other gifts were received from friends in the Control Store. We all wish her Good Luck. Do drop in and see us sometime.

HOSPITAL ROSTER

Mr. Clifford Marsh, Department 856 Assistant Manager.

Mr. Tony Batsa, Department 813. Miss Irma LaBatte, Beauty Salon. Mrs. Kay Welsch, Telephone Order Desk.

Mrs. Ruby White, Returns.

Mrs. Margaret Downey, Group Two.

WEDDINGS

June Hartfield, Customer Accounts Department, was married to Mr. Norman Nichols on December 18th.



Mr. and Mrs. Donald Palmer, Department 801, became the proud parents of a baby boy, Thomas Allan, on Sunday, January 16th.

Born to Mr. and Mrs. A. Kopec, Drivers, a baby girl on January 11th.

Mr. and Mrs. Don Poncsak, Group Three, are proud to announce the birth of twins on January 13th — Garnet Anthony and Gayleen Ann.

Mrs. Shirley Opre (nee Gusway) formerly of the Mezzanine, gave birth to a baby boy on February 7th.

Our Deepest Sympathy

Mrs. Dorothy Cunningham, Grand Prairie C.S.O., was bereaved with the passing of her sister Mrs. Gwendolyn Studley, on January 21st.





CURLING

March 18th is the final regular game of the current schedule, and from a quick look at the win-loss record it would appear Lyle Piett's team is a shoo-in for the Grand Championship. Hume, Flaman, Wiley, Blender, Boldt, Blair, Kirton, Schneider and Eberle round out the top ten. These teams are the ones to beat if you want to get a prize.

As proud as Philadelphians are of William Penn, few know that he boasted a couple of aunts named Natalie and Ellie, who were past mistresses in the art of whipping up a mince pie or an apple strudel. When the town bakers formed a combine, and tripled the price of their pastries overnight, Aunt Natalie and Aunt Ellie decided to teach them a lesson. They put their delectable goodies on the market at bare cost, and then proceeded to reduce the price 5ϕ each day. In no time flat, the citizens of Philadelphia were discussing only one topic—The "pie rates" of Penns aunts,

FIVE PIN BOWLING

Belairs Austins Dodgers Desotos Mustangs Meteors Thunderbirds	456½ 441½ 436½ 434½ 432½ 427½		404 390½ 374 358½ 355½ 342
All Stars		Chevies	

INDIVIDUAL STANDINGS

	Ladies		Men	
High Single	I. Schafer	312	Don Thompson	358
High Three	E. Swift	780	John Hehn	840
High Average	H. Woolsey	204	Jerry Mann	235

The Ladies' Golf League managed to surprise Miss Janet Haney on January 18th, with a dinner in her honor at the Westward Inn Gaslight Room. Besides the presentation of a corsage, there was a presentation of a pin, making her an Honorary Life member of the club.

PICTURES

SPEAK LOUDER THAN WORDS

Camera Club Jubilee Party—held January 14th at the home Gladys Stratford

The Gang.



Miss 1950 and Miss 1925
—Winners.



1930 Belle - 1920 Cardshark - 1965 Beatnik -1905 Grandma.



Pioneer Dancers and Chaperone,



Dirty Thirties — 1910 Immigrant—1920 Dandy.